

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) An organic electroluminescent display device in which display pixels containing organic electroluminescent elements are arranged in a matrix, comprising:
 - a correction value formula storage section for storing a correction value formula or coefficients thereof and in response to the pixel positions providing correction values for display and brightness correction data of those pixels;
 - a correction value output section for receiving the input of data for the positions of respective pixels, and correction values produced by the correction values formula storage section; and
 - the correction value output section corrects brightness data for each pixel using the correction value and the pixel position, and to display the corrected display pixels;
 - an emission controller for selectively illuminating organic electroluminescent elements of display pixels in a predetermined plurality of small areas within the display area wherein display pixels are arranged in a matrix;
 - a current detector for detecting a driving current for each of the small areas at the time of selective emission of the small areas;
 - a correction value formula generator for estimating a trend in non-uniformity of brightness of the respective pixels in the overall display area based on the detected driving current for each of the small areas and determining said correction value formula or coefficients thereof based on the estimated trend in non-uniformity of brightness; and
 - wherein the correction value formula, or coefficients thereof, determined by said correction value formula generator is stored in said correction value formula storage section.

2. (Previously presented) An organic electroluminescent display device in which display pixels containing organic electroluminescent elements are arranged in a matrix, comprising:
- a correction value storage section for storing line positions for either of horizontal or vertical display directions and brightness correction data for pixels of those line positions;
 - a correction value output section for receiving the input of data for the positions of respective pixels and outputting correction values for the respective pixels based on a relation of the line positions for the respective pixels stored in said correction value storage section and the correction value; and
 - the correction value output section corrects brightness data for each pixel using the correction value from said correction value output section according to the pixel position, and to display the corrected display pixels.
3. Cancelled.
4. Cancelled.
5. Cancelled.
6. Cancelled.
7. Cancelled.
8. (Original) An organic electroluminescent display device according to claim 2, further comprising:
- an emission controller for selectively illuminating organic electroluminescent elements of display pixels on predetermined lines in either horizontal or vertical direction within the display area wherein display pixels are arranged in a matrix;
 - a current detector for detecting a driving current for each of the lines at the time of selective emission of the lines;
 - corresponding relationship determination means for obtaining a corresponding relationship between the position of a line and a correction value for pixels on the line based on the detected driving current for each of the predetermined lines; and
 - wherein the correction values provided by the corresponding relationship determination means are stored in said correction value storage section.